

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for selling, over a transmission network, unique information indicating products that indicate unique information, the method comprising:

receiving, at a server, unique information supplied from a client device across the transmission network to the server;

preparing, based on unique information, a preview image of a unique information indicating product that indicates the unique information,

transmitting the prepared preview image to the client device; and

displaying the preview image using a browser of the client device,

~~wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images at the same time corresponding to variations of a feature selectable for the unique information indicating product~~

wherein the steps of preparing and displaying are performed in real time in response to selected variations of a plurality of features of the unique information indicating product, such that the variations of the plurality of features are capable of being selected on a single page of the browser of the client device and reflected in real time on the single page of the browser.

2. (Original) A method as claimed in claim 1, wherein the steps of preparing and displaying are performed in real time response to character input performed at the client device for the unique information.

3. (Canceled)

4. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different colors selectable for the unique information indicating product.

5. (Canceled)

6. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different sizes selectable for the unique information indicating product.

7. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different types selectable for the unique information indicating product.

8. (Previously Presented) A method as claimed in claim 1, further comprising:
storing the received unique information in correspondence with a customer identifier into a customer database; and
receiving the customer identifier from the client device across the transmission network;
wherein:
the step of preparing the preview image includes extracting the unique information corresponding to the received customer identifier from the customer database and preparing the preview image to indicate the extracted unique information on the unique information indicating product.

9. (Previously Presented) A method as claimed in claim 8, further comprising:
preparing the customer identifier; and
transmitting the prepared customer identifier to the client device.

10-34. (Canceled)